

N E W S L E T T E R

Kentucky Department for Libraries and Archives

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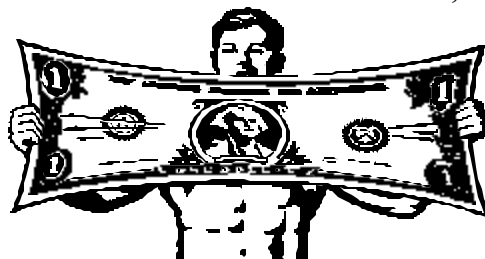
July/August 2001

WHAT ARE KENTUCKY'S LIBRARIES WORTH?

What are Kentucky's libraries worth? As library staff and trustees, we intuitively understand that public libraries have an intrinsic value by providing a host of educational, recreational, and cultural opportunities for all. We believe that the quality of the public library reflects the pride and aspirations of our communities and our state. But what if we try to place a monetary value on public libraries in Kentucky? We will find:

- During Fiscal Year 1999-2000, Kentucky's libraries checked out 16,044,634 books. If Kentuckians had bought these books, it would have cost about \$240,669,510.

- 3,602,093 videos and books on tape were borrowed from libraries in Kentucky. If these had been rented at a video store at \$2.00 each, it would have cost \$7,204,186.



- Public access computers were used 1,618,333 times. If the people who used these computers had gone to Kinko's or another commercial provider, they would have paid around \$12 per hour, or \$194,199,996.
- 13,204,707 people entered public libraries in Kentucky – the equivalent of every Kentuckian visiting the library an average of 3.6 times during the year. If each library visitor used a mere \$10.00 worth of materials or services, the value would be a whopping \$132,047,070.

- The number of Kentuckians who received formal training to use electronic resources at the library was 10,244. If these citizens had received private instruction at \$25 an hour, it would have cost \$256,100.
- Children's program attendance was 752,860. With a minimal admission fee of \$3.00 per child, attendees would have paid \$2,258,580.
- Kentucky had 1,771 computer workstations intended for public use – \$2,656,500 worth of equipment for the benefit of all.
- Bookmobiles in Kentucky delivered 2,146,722 items to patrons, while costing only \$308,064 statewide to operate. It is hardly imaginable that the cost of having a pizza delivered could be 14 cents each!

Public libraries pay for themselves many times over. The cost of keeping the doors open throughout the state last year was \$79,207,027 or \$21.49 per capita – about the cost of one hardback book. There is no question that the library is a good deal. Still, if we want to think about libraries' real worth, we must return to those intangibles – a doorway to reading and learning for children, a recreational resource, and an educational and cultural treasure trove. Perhaps the true worth will be determined by considering what we *wouldn't* have if not for our public libraries.

LAW CHANGE AFFECTS BONDING

A change in Kentucky state law regarding bonding became effective on July 14, 2000, and it requires *anyone* who handles public funds to be bonded. There is no exemption for employees who handle less than a set monetary amount. In many libraries, there are high school students paid minimum wage who collect fine money as part of their "other duties as assigned". Daily amounts received could be as low as \$10.00.



KRS 65.067 requires anyone handling public funds to be covered under some sort of bond. The best bet may be the blanket bond on all staff and board members. This service is available through KACo

and other insurance carriers. To find this law, go to <http://162.114.4.13/KRS/065-00/067.PDF>.

DELAY ON CIPA COMPLIANCE

Under an agreement reached by attorneys May 15, libraries will have until July 2002 to make a final decision whether to comply with the Internet-filtering requirements of the Children's Internet Protection Act. The agreement came during a status conference on the lawsuits challenging the legislation that were filed in U.S. District Court in Philadelphia by the American Library Association and the American Civil Liberties Union.

ALA Washington Office Executive Director Emily Sheketoff explained that the agreement means that libraries can receive e-rate funds in year four of the program without complying -- they need only indicate that they were evaluating their options. However, in June 2001 they must begin to take steps—however minimal—toward compliance for year five. By October 28, they must state that they have taken steps to evaluate their year-five certification options.

SURFING SELECTIONNOTES

The latest edition of *SelectionNotes* is now online. Highlights include:

- Growing A Healthy Library -- If you can't get excited about weeding, why not try "pruning" your library collection instead?
- FilmClips -- Recent and noteworthy videos, including ALA Selected Videos for Children, New Bi-Folkal Kits, additions to the mystery series, Agatha Christie's Poirot, and a six-part series from acclaimed garden designer, Penelope Hobhouse.
- Kentucky Books -- New books, including *New Appalachia: Following the New River North*, by Noah Adams, *My West Kentucky: A History of West Kentucky Technical College, 1909-1999*, by Janett Blythe, *Down Cut Shin Creek: The Pack Horse Librarians of Kentucky*, by Kathi Appelt and Jeanne Schmitzer, and *Clay's Quilt*, by Silas House.
- Professional Development -- Titles recently received at KDLA which deal with topics in Library Science.

SelectionNotes is available by going directly to <http://www.kdla.net/libserv/selnotes/050601/index.htm>.

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Serving Kentucky's Need to Know



An agency of the Education, Arts & Humanities Cabinet

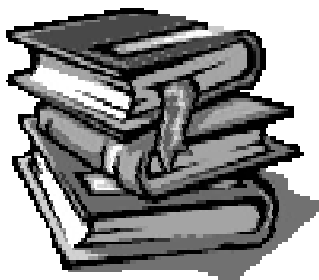
ALA OPPOSES CHANGE IN E-RATE POLICY

Because school and library requests for E-rate telecomm discounts far exceed funds available, Federal Communications Commission (FCC) officials are considering changing the rules so that funding priorities go to entities that did not receive funds last year for internal wiring--a policy that would favor schools.

However, the American Library Association believes that "making significant and substantive changes to the rules of the program after the applications and recently updated technology plans have been filed is inherently unfair and inappropriate." Noting that libraries receive about 3 percent of all E-rate funding and an even less for internal connections, ALA argues that the FCC should focus more on the formula for calculating the discount level for libraries, which prevents many from reaching a higher discount level and thus getting funds. ALA will be filing its objections during the rulemaking process, according to ALA's Washington Office.

MOST STOLEN BOOKS

An informal American Library Association survey of libraries' most-stolen books has struck a chord with librarians. After receiving a query from the NPR shows "On the Media" about most-stolen books, ALA Press Officer Larra Clark sent out a question to an electronic mailing list regarding library public relations. In about 80 responses, the librarians most often cited books regarding witchcraft/occult/dreams/astrology, as well as exam preparation books. The latter category, as well as car repair and sex books, share a characteristic, as one librarian observed: "They all require extensive practice at home, and it takes longer than the four-week checkout period to get good at it."



"Censorship, like charity, should begin at home; but unlike charity, it should end there."

— Clare Booth Luce

JOHN COTTON DANA LIBRARY PUBLIC RELATIONS AWARD

Competition is now open for the 2002 John Cotton Dana Library Public Relations Award contest, sponsored by the H. W. Wilson Company and the Library Administration and Management Association (LAMA). **The deadline for entries is December 28, 2001.**

Presented annually since 1946, the award honors outstanding library public relations programs that support a specific project, goal or activity, or a sustained, ongoing program. Examples might be the promotion of a summer reading program, a year-long centennial celebration, fundraising for a new college library, an awareness campaign or an innovative partnership in the community.

The contest is open to all libraries and agencies that promote library service. Entries can be for calendar year 2001 (January-December), school year 2000-2001 (Fall-Spring) or any special project that ends in 2001.

Completed entries are received by LAMA and judged by a committee of the LAMA Public Relations Section in conjunction with the 2002 American Library Association (ALA) Midwinter Meeting in New Orleans, La. The awards will be presented during the 2002 ALA Annual Conference in Atlanta, Ga.

Additional information and entry forms are available at <http://www.ala.org/lama/awards/jcd>; or contact Shonda M. Russell, communications manager, LAMA, 50 E. Huron St., Chicago, IL 60611; E-mail srussell@ala.org; fax: 312/280-5033; phone: 312/280-5037. LAMA is a division of the ALA.

FOR ADULTS ONLY!

According to the U.S. Census Bureau, growth within Kentucky's older adult age groups has been one of the most rapid in the last decade. These population increases will cause heightened demands for services and for more statewide resources.

What does this mean for public libraries? In addition to selecting appropriate materials and increasing accessibility to library services, Kentucky public libraries might also consider increased programming for adults.

The Greater Cincinnati Library Consortium's Public Library Adult Program Planners Network (PLAPPN) recently sponsored a workshop entitled "For Adults Only: Adult Programming Ideas." Some of the topics covered were:

- **Power of Adult Programming** – Adult Programming brings people into the library who might not otherwise think of it. These people are the same ones who may be asked to support increases in funding!
- **Need Money, No Problem** – Programming requires support and creativity. Ask the Friends of the Library or a local business or organization for assistance or apply for grants that may be available.
- **No Money, No Problem** – Programs can also be free. Ask hobby and special interest groups to do a program or offer to host programs by local theater groups, choirs, etc.
- **Get the Word Out** – A good promotional plan helps assure success. Plan well in advance and distribute posters, flyers, and bookmarks community wide. Build a personal relationship with local media.
- **Talk, Talk, Talk** – Talk about the library's program to everyone. Let people know that you're looking for programs or presenters.

- **Thou Shalt Steal** – Don't reinvent the wheel. Check other libraries' web sites or activity calendars! Program ideas are all around – read local newspapers or newsletters from community groups.

To assist with program planning, PLAPPN is developing a Speakers Database. Check out this helpful resource at: www.gclc-lib.org/ppn.

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CHANGING DEMOGRAPHICS, CHANGING NEEDS

One of the most striking changes in Kentucky's population has been the growth of the Spanish-speaking community. In fact, between 1990 and 2000, the number of Kentuckians of Hispanic origin increased by 172.6 per cent.



A new tool is available for librarians serving this population. *Criticas: An English Speaker's Guide to the Latest Spanish-Language Titles*, is a quarterly review of Spanish-language books. This is a one-stop source for English-language reviews of new adult and children's titles from the international Spanish-language publishing world, feature stories, and other information about the Spanish-language publishing world.

The subscription rate is \$29 per year. More information about *Criticas* may be found at www.libraryjournal.com/criticas.asp. To subscribe, call 866-456-0401 or 818-487-4592, or subscribe online.

PLANNING FOR EVENTS AHEAD

Don't forget the following special events and dates for library related activities:

July 6	Deadline for requesting Public Library Programming Subgrant application.	September	National Library Card Sign-Up Month.
July 12	Serving the Spanish Speaking Community workshop @ Hilton Suites at Lexington Green in Lexington.	September 7	Customer Service workshop in Lexington. Location to be announced.
July 13	Serving the Spanish Speaking Community workshop @ WKU Conference Center in Bowling Green.	September 7-8	CYASS Conference @ Lake Barkley.
July 13	Archives Institute @ KDLA in Frankfort.	September 13	Support Staff Symposium @ Receptions Conference Center in Erlanger.
July 16	Public Library Trustee Institute @ Natural Bridge State Resort Park in Slade.	September 14	Customer Service workshop in Elizabethtown. Location to be announced.
July 17	Public Library Trustee Institute @ General Butler State Resort Park in Carrollton.	September 14	Children's Literature Based Arts Training. Location to be announced.
July 19	Public Library Trustee Institute @ Barren River State Resort Park in Glasgow.	September 17	Children's Literature Based Arts Training. Location to be announced.
July 20	Public Library Trustee Institute @ Pennyryle State Resort Park in Dawson Springs.	September 19	Serving Your Patrons Tele-conference available through KET Star Channel.
July 21	KLTA Board Meeting @ Nelson County Public Library in Bardstown.	September 21	Children's Literature Based Arts Training. Location to be announced.
July 31	Applications for Public Library Programming Subgrant due.	September 22-29	Banned Books Week
August 2-3	Bookmobile / Outreach Conference @ Holiday Inn in Frankfort.	September 24	Children's Literature Based Arts Training. Location to be announced.
		September 28	Children's Literature Based Arts Training. Location to be announced.

CATALOGING TIP

Some of you may have noticed a 655 field on the MARC record for fiction titles. This is the field for form/genre headings in the MARC format. A genre is a kind of imaginative work that has one or more of the following characteristics: style, plot, device, mood or tone, character type, and theme.

The list of acceptable genre headings can be found in Guidelines on Subject Access to Individual Works of Fiction, Drama, etc. 2d ed. ALA, c2000. The American Library Association's Subject Analysis Committee compiled these terms. The list includes Library of Congress subject headings as well as non-LC headings. You will be able to recognize these headings because they are in the 655 field, there is a second indicator value of 7, and the #2 will identify the source of the heading as gsafr (a heading from Guidelines on subject access to individual works of fiction, drama, etc.)

It should be a local decision as to whether or not to use genre headings. Just remember to be consistent in the application of these terms!

Please call us if you have any questions. We are always glad to help!

Myra Prewitt
Technical Services
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LONG-TERM CARE COVERAGE

The Kentucky Library Association has endorsed a long-term care policy which is available to public library employees and their families. The policy, underwritten by Monumental Life Insurance, covers nursing home care, adult day care, home health care, and assisted living facilities. Carolyn Jackson, long-term care insurance agent, can provide complete details. She can be reached at 859-276-2513 or 1-800-458-1186. Her e-mail address is **CBJack1020@aol.com**.

KLA INTELLECTUAL FREEDOM AWARD

The Kentucky Library Association Intellectual Freedom Award has been established to recognize the contribution of an individual or group who has actively promoted intellectual freedom in Kentucky.

Any resident of Kentucky may make nominations for this award. A Committee will consider the nominations based on the stated criteria. An award recipient will be selected only in those years when the Committee believes an award is justified and will be presented at the annual KLA Conference.

A printable nomination form may be found at www.kylibasn.org/news.htm. Nominations must be received by Friday, September 7, 2001.

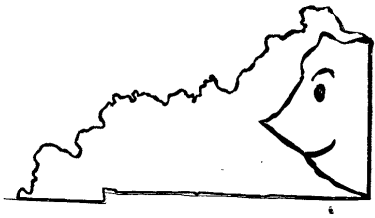
PROGRAMMING GRANTS

The Kentucky Department for Libraries will award grants to enhance and to support creative library programming in Kentucky public libraries during Federal Fiscal Year 2002. The grants will range from a minimum of \$2,000 to a maximum of \$10,000. Funding will be available beginning October 1, 2001 and is subject to receipt of the Federal allotment by KDLA.

Libraries interested in submitting proposals for the Public Library Programming Subgrant must submit a request for the application package. The application and guidelines will be mailed soon after the request is received. There are two deadlines. Requests for applications will only be accepted until July 6, 2001. All applications must be postmarked no later than July 31, 2001.

For more information, please call Tezeta Lynes, Branch Manager of Program Development Office, at 502-564-8300, ext. 267 or email her at tezeta.lynes@kdla.net.

‘CROSS THE COMMONWEALTH



All across the Commonwealth public libraries and librarians are doing remarkable things that deserve the recognition of their colleagues. This column attempts to highlight some of these. Additional items for inclusion are welcome.

National Public Radio (NPR) visited the **Daviess County Public Library** in April to do research on the last public hanging, which occurred in Owensboro. In addition to research in the Kentucky Room, NPR used the library's meeting room to conduct interviews with Owensboro residents who attended the hanging. FOX News also came to the library for research on Michael Waltrip for a story on NASCAR racing.

The **Laurel County Public Library** will have a groundbreaking ceremony for the new library on July 10.

The **Rockcastle County Public Library** and **Madison County Public Libraries** have a new book club with a twist called "Reading in Motion." In partnership with Berea College Office of Special Programs, the libraries offer a book discussion series with a travel tour at the end of the series.

The annual Easter Fun Fest was once again a success for the **Lee County Public Library**. Over 120 participants played games, made crafts, watched a puppet show, and hunted for Easter eggs. The Easter Fun Fest is sponsored by the Friends of the Lee County Public Library.

The **Hickman Public Library** in Fulton County received a Books for Children grant from the Libri Foundation. The Friends of the Hickman Public Library contributed \$350, which was matched with a grant of \$1,050 to purchase children's books.

The **Graves County Public Library** participated in the first annual Cinco de Mayo Fiesta, held at the Mayfield High School.

Rita Douthitt, director of the **Paul Sawyer Public Library** (Franklin County), will be leaving Kentucky to become director at the Jasper Public Library in Jasper, Indiana. As well as serving as library director for fifteen years, Rita has worked with the annual Kentucky Book Fair and has been an active member of the Kentucky Library Association.

The **George Coon Public Library** (Caldwell County) held a very successful "Spring Cleaning Book Sale" in April.

LIVE! @ YOUR LIBRARY

LIVE! @ Your Library: Building Cultural Communities is an initiative of the ALA Public Programs Office, with major support from the National Endowment for the Arts, Wallace-Reader's Digest Funds, John S. and James L. Knight Foundation, and additional support from the National Endowment for the Humanities. This national project, begun in 1992 as Writers Live at the Library, provides grant opportunities for libraries to present theme-based cultural programming for adults and family audiences to explore important issues and ideas, featuring live appearances by literary, visual and performing artists.

Grants typically range from \$1,000 to \$3,000. Application deadlines for libraries wishing to participate are July 15, 2001, September 15, 2001, November 15, 2001, January 15, 2002 and March 15, 2002.

For more information, go to <http://www.ala.org/publicprograms/live/how.html>.

LIBRARY TRIVIA CORNER

Did you know that....

These Middle East nations have no national libraries: Jordan, Oman, Bahrain and Kuwait.

In the 1980s, during the Reagan administration, the FBI under its *Library Awareness Program* tried to recruit librarians' to help in identifying "suspicious" use of library materials. After years of funding and effort, it was finally abandoned.

During St George day in Spain (Sant Jordi), People present each other with books in a massive celebration of reading.

Harvard University Library suffered a devastating fire in 1764, which destroyed over 90% of its collection of books. Luckily donations rebuilt the library to its original size in just 2 years.

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